



Keep Virginia Beautiful Cox Road, Glen Allen

"Keep Virginia Beautiful's mission is to promote, support and enhance efforts statewide that address KVB's 5 focus impact areas: (1) Litter Prevention, (2) Recycling, (3) Waste Reduction, (4) Beautification, and (5) Education"

Green Statement: "Virginia Green and its efforts to reduce the environmental impacts of the tourism industry mirrors the KVB mission and relates directly to all of our organization's impact areas. We hope to expand this partnership and offer additional recognition and assistance opportunities to Virginia Green's participants."

CORE ACTIVITIES for Green Supporting Organizations

- ☒ **Support Virginia Green.** Pledge to promote the efforts of Virginia Green to your clients, members, and staff and encourage them to join or do business with Virginia Green participants. This supporting organization pledges that they:
 - Encourage clients who are in the tourism industry to join Virginia Green.
 - Strive to design projects that minimize overall environmental impacts and incorporate the use of efficient systems and sustainable materials.
 - Carry and promote environmentally-friendly products and provide services that minimize the use of harmful chemicals and materials.
 - Establish a travel / conference policy that encourages employees to stay in / do business with Virginia Green or similarly-minded facilities.
 - Send out an email or a mailer to its membership about Virginia Green.
 - Make an official Virginia Green Endorsement of some kind through its Board or other Committee to support Virginia Green.
 - Include a Virginia Green feature in its newsletter or other publication.
 - Display its Virginia Green certificate prominently in its facility / offices and use the Virginia Green window decals.
 - Highlight its involvement in Virginia Green on its website and have a link to its Virginia Green facility profile.
- ☒ **Green Meetings and Conferences.** Provide recycling and make an effort to reduce the use of disposables at meetings and conferences. This partner pledges that they:
 - Make double-sided photocopies and avoid making extra photocopies
 - Use disposable foodservice items that are made with recycled content
 - Use disposable foodservice items that are recyclable (in your area!)
 - Use non-bleached napkins and coffee filters
 - Provide condiments, cream and sugar, etc., in bulk
 - Avoid box lunches by purchasing trays/platters of food instead.

This association leases its office or retail space and has met with the landlord to advise that environmental issues are important to the organization. The

association has informed the landlord about Virginia Green and the potential costs and environmental benefits.

✓ **Recycling.** Virginia Green Travel Association must have highly-visible locations/containers that provide the opportunity for guests to recycle aluminum cans, plastic and glass bottles, or other disposable products purchased at the facility. Recycling of cardboard, plastic, paper, and composting of waste foods is highly encouraged as well. This facility pledges that they:

- Offer the opportunity for guests to recycle: glass bottles, plastic bottles, aluminum cans
- Also recycle: newspaper, office paper, toner cartridges, cardboard, and electronic equipment

✓ **Reduce solid waste.** The facility must be actively working to reduce its solid waste generation. This facility pledges that they:

Office

- Remove facility and staff names from junk mail lists
- Reuse scrap paper for notes
- Purchase recycled paper with a high-percentage recycled content
- Make double-sided photocopies and avoid making extra photocopies
- Use electronic correspondence and forms when possible



✓ **Energy Conservation.** The facility must have a plan in place that encourages energy conservation and efficiency. This facility pledges that they:

Heating and Cooling

- Keep office doors and windows closed if HVAC system is on

Lighting

- Use natural lighting
- Have adopted a policy/practice to turn off lights in unoccupied rooms

Appliances and electronic devices

- Use ENERGY STAR qualified office equipment (computers, monitors, copiers, printers, etc.)
- Have adopted a policy/practice to turn off fans, computers, monitors and other devices in unoccupied rooms at the end of the workday or when otherwise not being used

For more information on Keep Virginia Beautiful, see www.KeepVirginiaBeautiful.org or contact Mike Baum at mbaum@keepvirginiabeautiful.org or 804-665-2908.

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green Supporting Organizations** pledged to minimize their impacts on the environment. This organization has met the established "core activities" for **Green Supporting Organizations** and has committed to communicate its activities to its guests.

For more information on **Virginia Green** program, see www.deq.virginia.gov/p2/viriniagreeen or www.viriniagreentravel.org.



Virginia Green is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

